



**COUNTRY OF ORIGIN MATTER TO BRAND EQUITY BETWEEN TWO  
ELECTRONIC GIANT COMPANIES OF JAPAN AND SOUTH KOREA**

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**JUNE 2014**

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**Submitted In Partial Fulfilment Of The  
Requirement For The  
Bachelor of Business Administration with Honours  
(INTERNATIONAL BUSINESS)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TECHNOLOGY OF MARA  
MALACCA CITY CAMPUS**

**JUNE 2014**

**DECLARATION OF ORIGINAL WORK**



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FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA  
MALACCA CITY CAMPUS**

**"DECLARATION OF ORIGINAL WORK"**

I, FATIN NABILAH BINTI ABDULLAH (I/C: 890622-07-5056)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specially acknowledged.

Signature,

\_\_\_\_\_  
(FATIN NABILAH BINTI ABDULLAH)

DATE: \_\_\_\_\_

## **ABSTRACT**

In January 2013, based on Interconnected Economies: Benefiting from Global Value Chains – Synthesis Report Organization, from Economic Co-operation and Development (OECD) Development Assistance Committee's, stated that Asia are competing each other to build strong brand and set many records for economic and social achievement.

In fact, on year 2014, International Data Corporation (IDC) Worldwide Quarterly Mobile Phone Tracker, vendors shipped a total volume of 1,004.2 million Smartphone's worldwide for one billion units in a single year for the first time. The big picture shows huge gap between 2013 performance, where 284.4 million Smartphone's has been shipped worldwide. This indicates an increment up to 24.2% compared to 55.1% of all mobile phone shipments in 2012. According to (GfK. News, 2014) GfK forecasts the global unit sales of LCD TVs to consumers grow 4 % to 217 million in 2013.

Based on Forbes 2013, from Top 100 World's Most Valuable Brands, it was reported SAMSUNG Electronics stands in the rank of 9 among 100 listed valuable brands, while Sony stands on rank of 80 in the same lists. It is an automatic augment the apparent of export oriented growth formula which makes some changes towards giant electronic market leader. This research focuses on rapid rise from South Korea electronics giant SAMSUNG and the slump business from Japan electronics giant, SONY. The current trajectory leads to growing inequality and falling consumption growth. Refers to root of the problem, researcher really interested to study on how SAMSUNG move so fast and SONY becomes dawdling in the market.

Country of Origin Matter to Brand Equity between Two Electronic Giant Companies of Japan and South Korea use to test the Country of Origin Image towards Brand Equity with three factors, which are, Brand Distinctiveness, Brand Loyalty and Brand Awareness/Associations. 103 respondents use to be tested in this research and the results shows Brand Distinctiveness is the most influence factors towards Country of Origin Image that leads to the electronics giant success.